

MBA - GENERAL MANAGEMENT SPECIALIZATION

Program Learning Objectives

The learning objectives of the MBA programs are for students to be able to:

- 1.1 Demonstrate competency in the following areas of business: management, quantitative methods, economics, accounting, finance, marketing, operations, and strategy.
- 1.2 Demonstrate strategic integration of the above areas.
- 1.3 Demonstrate the ability to apply analytics to decision making.
- 2.1 Recognize issues and create solutions using an approach that reflects ethical values.
- 3.1 Demonstrate knowledge of the issues involved in conducting business in a diverse, global environment.
- 4.1 Demonstrate professional written communications skills.
- 4.2 Demonstrate professional oral communication and presentation skills.
- 5.1 Recognize leadership skills and link to leadership theory.
- 5.2 Demonstrate effective team behaviors.

MBA Core Courses	36
GSB 511	Accounting for Managers
GSB 512	Quantitative Analysis
GSB 513	Organizational Behavior
GSB 523	Managerial Economics
GSB 524 or GSB 573	Marketing Management Marketing Research
GSB 531	Managerial Finance
GSB 533	Aggregate Economics Analysis and Policy
GSB 534	Lean Operations Management
GSB 562	Seminar in General Management and Strategy
Advisor approved electives	24
Total units	60